

Brymbo Heritage Trust



Stori Brymbo - A 300 Million Year Journey - Nature, Industry and People.

Job Description

Heritage Trust Director

Full time post located in Brymbo, North Wales

Salary up to £50k depending on experience

Brymbo Heritage Trust seeks an inspiring leader to bring to fruition and subsequently operate the initial £8m phase of *Stori Brymbo*, a visitor attraction with an internationally significant fossilised forest dating back more than 300 million years, 18th and 19th century industrial buildings and landscape of national significance. It will tell stories of the people that made Brymbo's 20th century steel world-renowned; develop a learning centre providing education in natural history and science; act as host and a 'live' context for training in construction, engineering and heritage skills; create green and safe spaces for the community to come together and for performance events and provide space for enterprise location, growth and celebration.

Over the last 10 years we have been successful in gaining significant funding to allow us to realise our dream to establish *Stori Brymbo*. The two principal funders of our initial c. £8m scheme are the National Lottery Heritage Fund and the National Lottery Community Fund. We plan to commence building work in early in 2024 and open to the public early 2026. The next two years will be key in ensuring that the capital project is successfully delivered and preparing for the operational phase. We are therefore seeking an outstanding individual to lead our organisation through the next stage of our development to public opening and to then lead the team to operate this initial phase of *Stori Brymbo* in the subsequent years. We have exciting further plans and the Director will work with the Board of Trustees and staff to evolve, advocate and refine our vision to realise the full potential of the site and its remarkable history over subsequent decades.

We are looking for a 'doer' who does not mind getting their hands dirty and who is as passionate as we are about the contribution that our diverse group of volunteers brings to the realisation of the project.



2024 and 2025 are the final years of our National Lottery Community Fund project - *Roots to Shoots* – and the Director will be responsible for delivering the ‘on the ground’ phase of this multi-faceted community landscape and partnership programme and bringing it to a successful conclusion.

Working with the Board of Trustees, we are looking for someone with a broad range of skills and qualities that demonstrate the passion and commitment to drive this project forward and embed it in the communities it serves. Achieving success and operational resilience as a new visitor attraction are equally important. These skills and qualities can be broken down into a number of categories and we are looking for applicants to demonstrate these in their letter of application.

Although we are looking for applicants with a broad of skills, you will be working with Trustees, staff and consultants, all of whom have their own expertise and will fully support you in meeting your objectives.

Strategic responsibility

- Work with trustees, advisors and stakeholders to deliver and build on the strategic direction of the organisation.
- Develop the strategic plan for the operational phase of the *Stori Brymbo* project and deliver this on the ground.
- Ensure the integration of *Roots to Shoots* projects and their legacy within the above direction, plans and operations.
- Prepare a longer-term strategy to support the advocacy of future project phases and further opportunities that lie ahead.
- Ensure that all policies and procedures are up to date, reflect the shift towards delivery, are in line with the Trust’s strategic direction, and meet the requirements of funders, community partners and wider stakeholders.

Staff management

- Experience of directly managing a small and committed staff team.
- Experience of supporting staff through transitions in roles and focus.
- Support the continued professional development of staff.
- Undertake annual appraisals of staff and arrange target setting.

Team building skills

- Maintain, further strengthen and grow a cohesive staff team to provide operational support for the project.
- Maintain a balance of delegation, trust and authority with the staff team.
- Help develop effective teams of volunteers to support the operational needs of the organisation.
- Ensure policies for conduct and standards of behaviour are consistently applied for staff, trustees and volunteers alike.



Financial management skills

- Produce accurate and detailed budgets and cash flow statements for the Trust and the project and manage and monitor cashflow performance.
- Work with the finance sub-committee to agree the details of budgets, spending plans, salaries and other pertinent financial information.
- Produce a monthly financial statement for the Board of Trustees.
- Build on, refine and implement a comprehensive business plan to ensure the Trust has a balanced and sustainable operating model.

Fundraising and grant management

- Lead on seeking out grants and other support that meet the criteria of the project and that can augment secured funds.
- Submit grant applications to gain funding as required by the needs of the project.
- Develop relationships with funders and maintain communication at all levels.
- Manage grants to ensure that reports are submitted as required.
- Work with funders to ensure that all claims are submitted on time and in the appropriate format.

Visitor Experience and Fit Out

- Work with design team, interpretation team and other specialist advisors to ensure that the visitor experience is optimized and delivered in an efficient manner.
- Under the direction of, and with support from the Project Board manage the processes for the selection, purchase and commissioning of any residual fit out works not covered by the capital design team and the appointed contractors.
- Have a good understanding of different ways of interpreting heritage and what works for different audiences.
- Under the direction of, and with support from the Board of Trustees manage the process for the selection, purchase and commissioning of any back office/operational ICT systems including networks and hardware, and software for finance, HR, retail point of sale, etc.

Marketing and visitor attraction experience

- Develop strategies to build visitor numbers and encourage repeat visits.
- Have experience of marketing a heritage attraction using a wide range of media to attract visitors both locally, UK wide and internationally.
- Work closely with the engagement coordinator to ensure the delivery of the Marketing Strategy and Communications Plan, including pre-launch and launch phase marketing plans.
- Experience of working at management level in a visitor attraction setting.
- Develop and deliver plans to maximise earned income streams.



Operational management

- Take day-to-day responsibility for the smooth running of *Stori Brymbo*.
- Duty manager rota member.
- Responsible for ensuring that a welcoming and high standard of visitor experience is provided for all.
- Ensure Roots to Shoots projects reach their conclusion.

Community engagement and activities

- Ensure the production and publication of annual reports covering social impact and local impact.
- Responsible for the co-ordination and oversight of a wide-ranging programme of learning and community activities as part of the National Lottery Heritage Fund supported Activity Plan.

Building contract experience and management

- Work with the Trust's technical lead trustee, technical project manager, design team and project adviser to ensure that the capital works are delivered on time and to budget.
- Act as client lead for interpretive fit out and for building, fit out and landscape work to be undertaken by volunteers and learners.

Excellent communication skills

- Develop strong links with the local community to ensure that they are fully involved and informed about developments.
- Work closely with stakeholders to keep them informed about development of the project and ensure they are on-board at all levels.
- Work with the volunteer coordinator to ensure that our volunteers are valued, engaged and informed about progress of the project using a wide range of media.

Person Specification

Essential Requirements

- Demonstrable experience in a broadly similar role.
- A passion for community-based heritage and regeneration.
- Excellent interpersonal skills to foster relationships internally and externally
- Proven effective manager, able to develop a team and support and motivate staff and volunteers.
- Ability to produce concise and accurate reports and funding applications.
- Excellent organizational and time management skills, ability to prioritise workload to suit organisational need.
- Ability to work under pressure and to deadlines.
- Ability to take responsibility and problem solve.



- Excellent IT skills including confidence in using Excel for project budgeting, monitoring and business planning work.
- Experience of working on multi-funder projects.

Desirable Requirements

- Marketing skills, including social media skills in a work environment.
- Knowledge and experience of human resources, recruitment, contracts and procedures.
- Valid driving licence.
- It would be an advantage if the successful candidate was a Welsh speaker
- Lottery funded project experience.

Personal Qualities

- Very strong verbal and written communications skills.
- Proven ability to engage with and enthuse a wide variety of audiences and stakeholders.
- Commitment to the Trust's 'involving' ethos.
- Tenacity, pragmatism and resilience.

This post will require some evening and weekend work to meet the needs of the role.

The Director will also become a member of the Board of Trustees so will have the opportunity to work with a strong team of trustees to help shape the future direction of the organisation.

The post holder will take lead responsibility for organizing out of hours alarm call duty once the site is operational.

This is a permanent contract subject to successful completion of a probationary period.

Subject to permission to start being confirmed, the post will be supported over an initial five-year period with funding from the National Lottery Heritage Fund and until mid-2025 by the National Lottery Community Fund.

Annual leave entitlement: 28 days per annum FTE (including bank holidays and statutory holidays).

Brymbo Heritage Trust is committed to equality and diversity across all of its activities. As an employer, the Trust welcomes applications from candidates with protected characteristics.

